

REMARKS/ARGUMENTS

The Examiner rejected claims 1-5 and 26-45 under 35 U.S.C. 103(a) as being allegedly obvious over Arlein in view of Vuoristo. In response, base claims 1 and 33 have been amended. Claims 28 and 40 have also been amended to properly reference the amended base claims.

The claimed invention is directed to a technique for communication of information to a mobile device. In accordance with the invention, profiles of a mobile device user are established, reflecting different personae of the user, e.g., a personal profile, business profile, vacation profile, etc. A user may utilize the device to send a request for information, which may include data indicative of a selected persona of the user and a location of the device determined by the device (e.g., GPS data). Based on the received data, a server collects the requested information from different sources, e.g., Internet sources. The requested information is then provided to the device, which includes information concerning at least one resource (e.g., a restaurant, a gas station, etc.) in accordance with the profile associated with the selected persona. The resource is selected as a function of at least the location of the device. In addition, data is provided for the device to indicate to the user the location of the resource relative to (e.g., its distance and direction from) the location of the device. See page 9, line 21 *et seq.*; page 14, line 11 *et seq.* of the specification; and Figs. 4, 5 and 10.

Arlein discloses a technique for providing a user web-browsing experience at merchant's website based on a persona selected by a user. Vuoristo discloses a telecommunications system utilizing subscriber service profiles. However, none of Arlein and Vuoristo, individually or in combination, teaches or suggests, among others, "providing data for the communication device to indicate to the user a location of the at least one resource relative to the location of the communication device," as amended claim 1 now recites. Amended claim 33 includes similar recitations. As such, amended claims 1 and 33, together with their dependent claims, are patentable over Arlein in view of Vuoristo.

In addition, the Examiner rejected claims 32 and 44 under 35 U.S.C. 103(a) as being allegedly obvious over Arlein in view of Vuoristo and Sonti. According to the Examiner, Sonti

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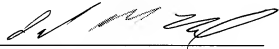
"teaches wherein location of the communication device is indicated by GPS data." Office Action at page 6. Even assuming, *arguendo*, that the Examiner's characterization of Sonti is accurate, claims 32 and 44 are patentable over the cited art by virtue of their dependency from amended claims 1 and 33, which are patentable for the reasons set forth above.

Dependent claims 46 and 47 have been added which are drawn to a different aspect of the invention.

In view of the foregoing, each of claims 1-5 and 26-45, as amended, and claims 46 and 47, as added, is believed in condition for allowance. Accordingly, reconsideration of these claims is requested and allowance of the application is earnestly solicited.

Respectfully submitted,
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